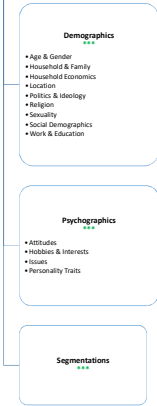


YouGovProfiles Data map

Market sizing available for all variables in this section ***



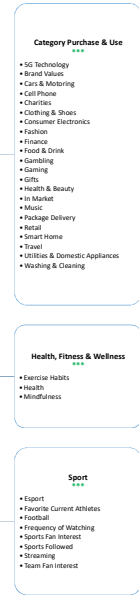
Audiences



Brand Use & Perception



Consumer Behavior



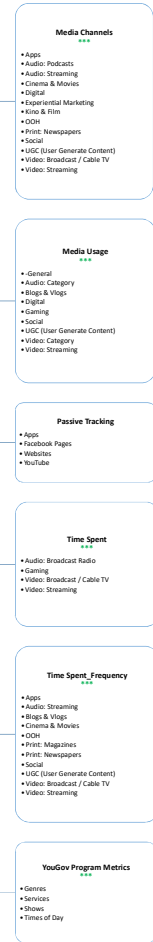
Current Events



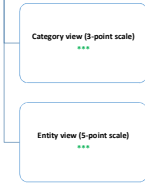
Custom



Media



YouGov Likes



YouGov System Transition Variables

"Attitudes" categories

- Automotive
- Climate
- Consumer behavior & Finance
- Consumer experiences
- Family and relationship
- Finance
- Health, Fitness & Nutrition
- Lifestyle & Leisure
- Media, Internet & Advertising
- Personality
- Politics, society and religion
- Work

"Brands" categories

- Alcoholic beer
- Car manufacturer
- Charity
- Coffee & Tea
- Consumer Electronics I
- Consumer Electronics II
- Courier, Express and Parcel Service Providers
- DestinationIndex
- Detergents and cleaners
- Energy & Heat
- Fashion
- Finance
- Food
- FootballIndex
- Gambling
- Health & Beauty
- Hotels & Cruises
- Insurance
- Mobility & Transport
- Non-alcoholic drinks
- Patrol Stations & Car Accessories
- Pharma OTC
- Restaurants
- Retail
- Shopping Center
- Sparkling wine & spirits
- SportIndex
- Streaming services & TV channels
- Supermarkets
- Sweets
- Telecommunications & Hosting
- Toys
- Travel Operators & Booking Portals
- Web Sites & Apps

"Likes" categories

- Activity
- Actor
- Animal
- Athlete
- Author
- Brand
- Country
- Director
- Event
- Film
- German location
- Influencer
- Institution
- International location
- International newspaper
- Magazine
- Meal
- Mobile App
- Models of Phones
- Music festival
- Musicalian
- Newspaper
- Party
- Public figures
- Radiation
- Regional newspaper
- Sights
- Sport discipline
- Sports team
- TV channel
- TV personality
- TV show
- University

YouGov Profiles Description

Audiences

- The Audience folder contains **Demographics** that covers basic age/gender variables as well as economic and location questions.
- **Psychographics** holds variables around hobbies, interest, issues and personality traits. **Attitudes** are also housed under Psychographics. This is a bank of c.972 statements that are asked in the following manner:
"Celebrity endorsements have an effect on the things I buy"
Definitely agree, Tend to agree, Neither agree not disagree, Tend to disagree, Definitely disagree Attitudes can be viewed by statement or agreement level
- The **Segmentation** folder includes segmentations applied to the panel, coded on postcode or the relevant data point.

Brand Use & Perception

- Understand usage and perception of nearly 1,540 brands (across 48 sectors) on 14 core brand funnel metrics: Aided Brand Awareness, Consideration, Current Customer, Former Customer, Impression, Quality, Recommend, Purchase Intent, Reputation, Satisfaction, Value, Ad Awareness, Buzz and Word of Mouth Exposure.

Consumer Behaviour

- The Consumer behaviour folder includes variables around Category Purchase & Use, Health, Fitness & Wellness, and Sport.

Current Events

- This folder contains subfolders and variables to current events (e.g., COVID-19, social change) and Daily Questions which are relevant questions about social or news events by month and year.

Custom

- This folder contains variables to indicate the Global variables samples and/or total samples.

Media

- Media includes channels and usage variables as well as time spent and frequency of use split by individual media. Additionally, it holds passively tracked data and YouGov Programme Metrics

YouGov Likes

- YouGov Likes holds sentiment data from thousands of things that users have rated on the following scale: Really don't like, Don't like, Ok, Like, Really like

YouGov System Transition Variables

- This folder holds variables that have been replaced with newer versions that sit in the respective folders.